

# In the News

EXECUTIVE OFFICE OF THE MAYOR

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EXECUTIVE OFFICE  
OF THE MAYOR  
John A. Wilson Building  
1350 Penn. Ave., NW  
Washington, DC 20004  
Phone: (202) 727-2980  
Fax: (202) 727-6561  
<http://dc.gov>

## Message from the Mayor

On September 3, I announced a number of appointments to various agencies across the District of Columbia government. I was pleased to appoint such a high-caliber group of District government employees who will contribute to the progress we've been making since I first took office as Mayor in 1999.

First and foremost, I was pleased to appoint Robert C. Bobb as the District's new city administrator. Robert replaces John A. Koskinen, who served our city and its residents from 2000 to 2003. While John will be missed, Robert Bobb is the right man to help take the District government to the next phase.

Robert brings more than 25 years of executive management experience in both the public and private sectors to the District government. He was the city manager of Oakland, California from 1997 to 2003, and spent 11 years as the city manager of Richmond, Virginia, from 1986-1997. Before that he also served as city manager of Santa Ana, California, and Kalamazoo, Michigan.

I'm proud to say that Robert is also a nationally recognized leader in the areas of public finance, economic development, public safety, and community-based government. His work in municipal government has been acknowledged with several awards, including the International City Management Association's (ICMA) L.P. Cookingham Award for Career Development and the National Forum of Black Public Administrators' (NFBPA) Marks of Excellence. He has also been awarded four ICMA Innovation Awards.

Robert, who will officially join the District government next month, frequently lectures on urban issues and was recently selected as a local government delegate to the World Summit on Sustainable Development in Johannesburg, South Africa. Additionally, he has received gubernatorial appointments to such bodies as the Virginia State Crime Commission and the Board of Visitors of the Virginia Military Institute.

On September 3, I also appointed:

- James D. Brown as our director of the Office of Cable Television and Telecommunications (OCTT). James has served as the interim director since July and prior to that he was the director of programming for OCTT since 1999. He's been responsible for producing much of the innovative programming our residents see on Channels 13 and 16.
- Robert Maruca as our senior deputy director, Medical Assistance Administration, Department of Health. He comes to us with more than 25 years of experience in health care, including CEO of the Children's Hospital in New Mexico.
- Al Elder as interim commissioner of the Department of Banking and Financial Institutions. Al has been the interim commissioner of the Department of Banking and Financial Institutions since July, and on September 3, we formalized that appointment.
- Gustavo Velasquez as our director of the Office on Latino Affairs. He comes to us from Philadelphia, where he was director of operations for the leading social service provider to Latinos in that city.
- Benidia Rice, as our new director of the Corporation Counsel's Child Support Enforcement Division. For the past 12 years, she has worked in child support enforcement in the state of Arizona.

We welcome our new appointees and look forward to working with them.



## AGENCY WEBSITES

[Office of Tax and Revenue](#)

[Department of Parks and Recreation](#)

[Department of Employment Services](#)

[Metropolitan Police Department](#)

[Office of Boards and Commissions](#)

[Commission on the Arts and Humanities](#)

# Mayor Touts 'Three Sector Approach' On First Day of School

As I do each year, I took to the streets of the District on September 2 and joined our students as they headed back to school. I visited several schools in various parts of the city, spreading my message that with lots of hard work and innovative partnerships, we can and will improve our school in this city.

My school visits this year marked the spirit of my three-sector education reform effort. At Orr Elementary School on Minnesota Avenue in Southeast (Ward 8), I was joined by principal Dr. Mark Harris, and at Elsie Whitlow Stokes Community Freedom Public Charter School in Northwest (Ward 1), I was joined by principal Linda Moore.

Finally, I traveled to Ward 7 to visit St. Francis Xavier Catholic School in Southeast, where I was joined by principal Harold Thomas.

As we work hard to improve K through 12 education, I believe it's essential for parents to have options. They should be able to consider a magnet program in a neighborhood school, an innovative public charter school, an improving public school, or the chance to apply for a scholarship to help pay the tuition at a private school.

That's the kind of choice that will inspire competition and foster innovation. To best achieve our goals, I'm advocating what I call a three-sector approach. The three-sector strategy includes:

- 1) the development of a federally funded K-12 scholarship program for low-income students to attend non-public schools;
- 2) additional federal support for the District of Columbia Public Schools (DCPS) for principal and teacher recruitment, ongoing professional development and expanding the city's transformation schools; and
- 3) additional federal support for a locally driven facilities enhancement effort for public charter schools.

This is about what I believe is right for our city. In the end, I am accountable to the students and parents in our city who all yearn for and deserve the same thing — our confidence in their ability to make the right educational choices.

## Employee Profile

### Jimmy Taylor

Doctors said Jimmy Taylor would never walk again, much less fight fires. He was the driver of Engine 3 responding to the report of a fire last May when an elderly driver cut in front of the engine on North Dakota Avenue, NE. Jimmy's body was thrown into the dashboard, and his leg was crushed under the floor pedals. After a 15-minute grueling effort to free his pinned leg, the rescue squad was successful, but Jimmy had suffered a devastating injury. Miraculously, no bones were broken, but virtually every vein in his lower left leg was crushed almost beyond repair.

After nearly a year of physical therapy and eight painful surgeries to graft blood vessels, muscle and skin, in May, Jimmy returned to work at the firehouse in the 400 block of New Jersey Avenue, NW on Capitol Hill. He continues physical therapy and hopes one day to drive Engine 3 again. His desire to be a firefighter and to continue his career in the DC Fire and Emergency Medical Services Department exemplifies the best qualities of the industry and our city. Jimmy typically shows up for work two hours before he is required to be present, and he always volunteers for extra chores around the firehouse.

Thanks, Jimmy, for doing your job so well. We're glad to have you back!



Mayor Williams welcomes students and parents back to school



Jimmy Taylor



## LINK TO OTHER WEBSITES

[DC Agenda](#)

[Hands on DC](#)

[DC Convention and Tourism](#)

[DC Public Library](#)

## NFL Kickoff On The Mall: A Rousing Success

What better way to celebrate the start of the National Football League's season than to help host a concert for thousands of people on our very own National Mall?

Deacon Jones, the legendary hall of fame football player who played for the Los Angeles Rams and finished his career with the Washington Redskins, introduced me as I delivered remarks to the crowd of an estimated 125,000 people on September 4. That same night, the Washington Redskins beat the New York Jets in the NFL's season opener.

Mary J. Blige, Britney Spears, Good Charlotte, and the legendary rock band Aerosmith, performed. Aretha Franklin sang the national anthem, which concluded this exciting event.

As our national stage, the Mall was a spectacular place to kick off this year's football season. It was also a fitting tribute for our troops who came out to celebrate the spirit of America in the nation's capital. Troops who gathered on the Mall that night included our very own District of Columbia National Guard. As many of you know, the DC National Guard recently lost Specialist Darryl Dent, who was killed in action recently in Iraq. Darryl is etched in our memories for having served his country with pride.

I was pleased that Washington D.C. served as host for such a grand football celebration and tribute to our troops. On the Mall that night, I saw people from all walks of life, coming together in the magnificent city that we call home. I was also pleased that our D.C. Emergency Management Agency (EMA) worked so well with the NFL in helping plan the event.

It all went off without a hitch thanks in part to the leadership of EMA director Peter Laporte and his hardworking staff, along with the men and women of the Metropolitan Police Department. As Mayor, I am looking forward to proceeding with our bid to host the NFL's Super Bowl in 2008.



Mayor Williams and former Redskins at NFL Kickoff

## H&M Opening Symbolizes Downtown Renaissance

On August 29, I was pleased to help celebrate the grand opening of the Hennes and Mauritz (H&M) clothing store at 1025 F Street, NW — formerly the site of the Woodward & Lothrop store. The new 23,000 square foot store features two levels of high quality, affordable fashion and accessories for women, men and children, including maternity wear and lingerie.

First established in Västerås, Sweden in 1947 by Erling Persson, H&M is Europe's leading fashion retailer. The chain of stores, which also recently opened a location in Georgetown, markets its own brand of clothing planned by a team of 95 in-house designers. The chain receives daily deliveries of new fashion styles and sells more than 600 million garments a year.

We've been working strategically since 1999 to reenergize our downtown. The rebirth of the Woodies building as a retail anchor and the home to H&M will help to turn this vision into reality. One of our most exciting programs to help spark development is our "Downtown Retail Incentive Program." This is a unique program to attract small retail downtown and diversify the shopping experience.

Every day, I become more confident that the District of Columbia is well poised to help improve our local and national economy. We've already welcomed H&M to Georgetown and now we've welcomed the chain to its flagship store, downtown. Best of all, H&M is not only a place to shop, but a place to work. These new stores have created ample employment opportunities. Forty jobs have been created at the downtown store and thirty at the H&M store in Georgetown. This goes to show we're working hard to boost employment in the District.

Furthermore, our Department of Employment Services (DOES) is working hand-in-hand with H&M for recruitment of sales associates and managerial positions. DOES will continue to work with businesses opening in the District, helping to create new job opportunities accessible to city residents. There are great things on the horizon for our downtown. Let us welcome H&M with open arms and wallets!



## Capitol East Natatorium is Reopened and Renamed, Kennedy Recreation Center Reopens

The end of the summer season was a busy one in the world of District recreation. On August 28, I helped cut the ribbon on the newly refurbished Kennedy Recreation Center and playground. And last week, I was pleased to join other city officials to participate in the re-opening and re-naming of the Capitol East Natatorium. The swimming center will now be called the William H. Rumsey Aquatic Center.

In June 2001, the District government signed a \$3.9 million contract for the design and construction of the new Kennedy Playground Recreation Center at 7<sup>th</sup> and P Streets, NW. The groundbreaking for this exciting, modern facility was on November 3, 2001. In 1991, the predecessor to Friends of Kennedy Playground, Inc. (FOKP), was formed under an initiative by then Mayor Sharon Pratt Kelly to involve communities in the supervision and operation of recreation centers.

A grant from Clark Construction led to the creation of the Playground Equipment Fund, which FOKP will use to seek matching funds to defray the costs of state of the art outdoor play equipment for the newly renovated Kennedy Playground. At the ribbon cutting ceremony, I commended everyone involved in making the Kennedy Playground and Recreation Center possible. Particularly, I thanked the community activists who dedicated their time and effort to making the project a reality.

The strength and the hope of our young people depends on our citizens — individuals, government, and corporate businesses — coming together around a vision. And the new Kennedy Recreation Center shows our administration's commitment to providing safe streets and alternative activities for our young people, and providing social and cultural growth opportunities for all citizens.

Fostering athletics in our city is an important part of supporting young people, and helping them reach their full potential in life. This \$3.9 million renovation will help connect our young people to sports and provide other opportunities for physical fitness—and personal growth.

The new William H. Rumsey Aquatic Center, at 635 North Carolina Avenue in SE, is not just a welcomed asset to this city — it is a symbol of the rebirth and growth of our neighborhoods. The \$3.4 million renovation of this swimming center makes it a magnificent component of our city's public pool system.

A dedicated military man and educator, William H. Rumsey Sr., spent more than 40 years as a civil servant. He served as director of DC Parks and Recreation from 1976 to 1983 — during his tenure the original Capitol East Natatorium was built. Dr. Rumsey was principal at McKinley Technical High School and chief education advisor to former Mayor Walker E. Washington. His son, William Rumsey Jr., is a great friend of the District who serves as chief of staff to Council Chairman Linda Cropp.

## Hyatt Place Street Fair Organized by Young People

On Saturday August 23, the Ward One "Junior" Core team helped to organize the Hyatt Place Street Fair in the 3200 Block of Hyatt Place, NW, in front of Bell Multicultural High School.

The street fair came about due to the hard work of Ward One young people who took part in this summer's Ward One Neighborhood Services Core Team Youth Employment Supervisory program

The members of the Ward One Junior Core Team put together the street fair on their own time after their official employment with the District ended. The young people put a lot of effort into the successful street fair, which featured music, dancing, games, basketball competitions, a moon bounce, an art contest and some great food. We are proud of the young people who organized this event, which brought together so many members of the Ward One community. Ward One can take pride in the leadership and community spirit of its young residents.

To put together the street fair, Ward One young people worked with the Metropolitan Police Department's Latino Liaison Unit, the Department of Mental Health, Project DC, the Office of Community Outreach, Neighborhood Services, Weed and Seed, Bell Multicultural High School, and the Latin American Youth Center.





## Mayor's Week In Review

### Mayor Visits Ward 6 Community Gathering

**On Sept. 1,** I delivered brief, informal greetings for the 30-year Anniversary of the Ward 6 Back to School Block Party, sponsored by Victory City of Praise Outreach Ministry.

### Mayor Participates in Roundtable

**On Sept. 2,** I participated in a roundtable discussion with the D.C.-based National League of Cities, a group of which I'm second vice president. At the roundtable discussion, we discussed the importance of federal-state local partnerships.

### Mayor Tours Three D.C. Schools on First Day

**On Sept. 2,** I visited three schools in the District to help celebrate our "back to school" season: Orr Elementary School in Southeast; Elsie Whitlow Stokes Community Freedom in Northwest, and St. Francis Xavier Catholic School in Southeast.

### Mayor Tapes CBN Interview

**On Sept. 2,** I taped an on-camera interview about school choice with David Brody, a reporter at CBN News (Christian Broadcasting Network).

### Mayor Greets Netherlands PM

**On Sept. 3,** on an official visit to the United States, Prime Minister Jan Balkenende of the Netherlands made a courtesy visit to me at the John A. Wilson Building. After the visit, we toured several communities in the District.

### Mayor Give Remarks at Two NFL Activities

**On Sept. 3,** I delivered remarks at the National Museum of Natural History during a roundtable for NFL football legends and sponsors. This was a precursor to the **Sept. 4** NFL extravaganza on the National Mall, at which I delivered remarks as well.

### Mayor Makes Several Appointments

**On Sept. 3,** I made several District government appointments, including our new City Administrator Robert C. Bobb. He spent the last six years transforming the City of Oakland as its city manager.

### Mayor Visits Elderfest, Speaks, Shoots baskets

**On Sept. 4,** I visited and delivered remarks at Elderfest 2003, an annual outdoor festival for senior citizens. I also took the opportunity to shoot a few baskets on the basketball court.

### Mayor Meets and Greets Miss America Contestants

**On Sept. 4,** I helped greet contestants of the Miss America Pageant, who were in town to learn what it takes to be Miss America.

### Mayor Cuts Ribbon on Pool

**On Sept. 5,** I joined other officials to help rename the Capitol East Natatorium the Rumsey Aquatic Center, on North Carolina Avenue in Southeast.

### Mayor Visits Community Festivals

**On Sept. 6,** I visited several community festivals in the city, including Glover Park Day in Northwest, Adams Morgan Day in Northwest and the Black Family Reunion on the National Mall.

## Administrative Services Modernization Program Rolls Out First Phases

On July 21, District of Columbia agencies made history when the Procurement Automated Support System (PASS) "went live" in the Office of the Chief Technology Officer and as a pilot in the Office of Contracting and Procurement (OCP). The PASS launch reached two more major milestones on August 4, with its rollout in the Department of Consumer and Regulatory Affairs, the Department of Corrections, and DC Fire and DC Emergency Medical Services, and on September 8, when the new system began operating in another seven agencies (including the Department of Public Works and the Department of Motor Vehicles).

ASMP will modernize the District's back-office operations and integrate key administrative functions including procurement, human resources, budget and planning, payroll/time and attendance, benefits and pensions, and property management. Driven by District staff, and guided by a cross-functional Executive Steering Committee, ASMP is dedicated to sharpening the District's customer-service focus, while empowering employees with simpler, faster, and more effective work processes. In procurement, PASS will revolutionize business processes by automating the entire supply line, from generating requisitions through paying suppliers. The new PASS business model gives buyers online access to vendors, products and schedules, automatically transfers requisitions to designated approvers, simplifies purchasing, and dramatically reduces paperwork for everyone.



## District Activities



Mayor Williams poses with dignitaries at Elderfest! 2003.



Veronica Pace, director of the DC Office on Aging, and Virginia Williams, the Mayor's mother, attended Elderfest! 2003.



Mayor Williams joins Councilmembers and city officials at the newly renovated and newly named swimming pool near the Eastern Market, the William H. Rumsey Aquatic Center.



Mayor Williams speaks with staff at the Joseph P. Kennedy Institute on Buchanan Street, NE.

## Community News

- [Mayor Announces New Appointees](#)
- [Mayor Praises Senate Committee's Support for School Choice in DC](#)
- [Statement by Mayor on Death of Darryl Dent](#)

[View all News Releases](#)

## Upcoming Events

- |              |  |
|--------------|--|
| <b>9/18</b>  | <b>Mayor's Latino Cultural Fair and Town Hall</b><br>Cultural Fair: 5 pm - 6:30 pm<br>Mayor's Town Hall: 6:30 pm - 8 pm<br>Cardozo High School<br>1300 Clifton Street, NW                          |
| <b>9/20</b>  | <b>11th Annual Arts on Foot Festival</b><br>11 am - 5 pm<br>Downtown Washington's Pennsylvania Quarter<br>F Street between 7th and 9th Streets, NW   |
| <b>9/27</b>  | <b>36th Annual Washington National Cathedral Open House</b><br>Washington National Cathedral Grounds<br>Massachusetts Avenue and Wisconsin Avenue, NW<br>For more information, call (202) 537-6200 |
| <b>10/11</b> | <b>Household Hazardous Waste Drop-Off for District Residents</b><br>9 am - 3 pm<br>Carter Barron Amphitheater Parking Lot<br>16th and Kennedy Streets, NW  |

[View the Mayor's daily schedule](#)

